

INTERCOLLEGIATE
BROADCASTING
SYSTEM

NEWSLETTER

61/62-3

DECEMBER 1961

*AROUND THE SYSTEM, in this issue, we report on news from IBS Stations, National and Regional staff members, and items of general interest in the world of broadcasting. In addition, we have added two extra pages to this issue to make room for some special features. On Page 6, you'll find the Business Feature, a short course in copywriting. On Pages 3 and 4, there are descriptions of three Program Guides, along with our comments. Some Engineering tips appear on Page 5, while more program sources are given on Page 2. WHRB's plans to accept "hard" liquor advertising and plans for the Capital Region Convention are among the items on Page 1.

*COMMISSIONER ROBERT LEE, of the Federal Communications Commission is to be the featured speaker at the Capital Region Convention on December 9th. The host station will be WGTB-FM, Georgetown University in Washington, D.C.

The Program begins with registration and a tour of the WGTB-FM Studios, followed by a Welcome from Rev. Francis J. Heyden, S.J. and John O'C Nugent. The former is Director of Radio & Television Activities at Georgetown and IBS Tape Library Director, while the latter is Manager of WGTB-FM. Following lunch, the group will be addressed by Commissioner Lee; and at 3:30, members of the IBS National and Regional staff will meet with representatives of the stations.

*On November 17th, President Michael S. Rice of the Harvard Broadcasting Company wrote IBS advising that station WHRB had recently decided to accept "hard" liquor advertising. Since the Harvard Broadcasting Company is not under the jurisdiction of Harvard University, the management was free to make such a decision.

Perhaps WHRB officials were aware, in making this decision, of the growing trend in the broadcasting industry toward a reversal of the self-imposed restrictions against accepting such advertising. It is likely that we will shortly be hearing "hard" liquor advertisements on the commercial networks, although it is doubtful that many college stations will find themselves free to follow in WHRB's footsteps.

*WHRB President Rice has invited the station's alumni to attend the station's 21st anniversary celebration on Saturday, December 2, 1961. (See Page 7 for news of more anniversary celebrations.)

PROGRAMMING

* THE WHITE HOUSE has obtained clearance, under certain conditions, to make available to radio stations for sustaining, non-commercial broadcast on a one-time only basis dubbed copies of the Pablo Casals concert, as recorded at The White House on Monday evening, November 13th.

The National Association of Broadcasters (NAB) has arranged to have the concert tapes mass duplicated by Recorded Publications Laboratories, Inc., for distribution at a cost of \$5.50 for two 7-inch reels of 7 1/2 inches per second, full track, tape timed to 58 minutes.

If your station wants a copy of the tape, you must obtain a copy of the broadcasting agreement from the NAB at 1771 N Street, N.W., Washington 6, D.C. The agreement must be signed by an officer of your station (of legal age) or college, and mailed with a check for \$5.50 to Recorded Publications Laboratories, Inc., 1558 Pierce Avenue, Camden 5, New Jersey. The tape remains your property; however, it must be erased after a single broadcast.

* "OUR CIVIL LIBERTIES", the WKCR production mentioned in the last NEWSLETTER, is now being prepared for inclusion in the IBS Tape Library. The series will be available for broadcasting in the Spring Semester. A list of the programs in the series to date will be published in the January issue of the NEWSLETTER.

STATIONS

* MARKETING magazine reports in its October 13th issue that a new FM station may be established in Montreal, if the McGill University Students Society can persuade the University Board of Governors and the Dominion Board of Broadcast Governors to approve their plans. The non-commercial station would be controlled by the Students Society, with an advisory council of faculty, alumni, and professional broadcasters.

* IVY NETWORK directors met in New Haven on December 2nd to act on new Articles of Incorporation and other network business. The network, primarily a business organization of Ivy League student managed stations, represents the member stations in the quest for national advertising. One major problem discussed was the rumored participation of WVBR-FM (Cornell) in the QXR Network, a commercial FM operation.

* * * NOTICE * * *

SOME STATIONS have inquired about the possibility of using Citizen's Band Radio for remote broadcasts. The use of the Citizen's Band for play-by-play broadcast relay, or continuous transmission of any type is illegal. Reports, which are not rebroadcast, may be made from time to time using the Citizen's Band. Part 19 of the FCC Rules and Regulations, available from the Government Printing Office (See Page 7) contains the Citizen's Band Regulations.

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For a complete listing of IBS National and Regional personnel, please refer to
Pages 04.00 and 04.06 of the IBS MASTER HANDBOOK.

EDITORIAL DEADLINE for the January Newsletter is
December 22nd. Please send station news, program
guides, press releases, etc. to the Editor, before 12/20.

PROGRAM GUIDES

In the past month, copies of three more Program Guides have been received by
your editor. Following past practise, we are printing a short description with
comments.

✓ Michael Skol, Productions Director of WYBC at Yale, mailed me a copy of
that station's 20 page guide for the month of November. As you may already
know, WYBC is actually a group of three commercial stations operated by
the student managed, non-profit, Yale Broadcasting Co., Inc. In addition to
WYBC, the original station operating on 640 kc; there are WYBC-A, offering
classical music and more serious programming on 540 kc., and WYBC-FM,
at 94.3 mc.

The WYBC Program Guide is printed in black ink on white paper; has a 5 1/2
by 8 1/2 booklet format with a mailer type back cover. The front cover states
the essential details and the programs are listed inside, along with a description.
Pages 3 through 17 list each day's broadcasts; two or three days to a page.
The Day and Date are given in 1/8" high Bold type; while the remaining copy
is about 2/3 that height, time and program name in bold type and description
in a standard face. The last two pages are devoted to explaining that the preceding
pages actually refer to WYBC-FM, giving a summary of WYBC and WYBC-A
programs, and block schedules for the two campus limited stations.

Two half page and one full page advertisements are found among the daily listings.

The comment on this program guide is conservative. There is no art work to
enhance the fine programs listed. A cut of some Yale scene on the cover
might be appropriate. I wondered, as I read the guide, whether United Press
International has a contract with WYBC requiring prominent listing of UPI.
The three five minute UPI News listings stand out excessively, among programs
of greater depth. "News" would have been a sufficient listing in my opinion; and
UPI could be credited once in the Program Descriptions. Finally, I found the
paper a bit light, a few cents more will cover the additional cost of paper which
will not "show thru". In spite of the comments, Yale has done well on an
ambitious project. Good Luck

(more Program Guides on p. 4)

PROGRAM GUIDES (continued)

WMMC at MacMurray College in Jacksonville, Illinois mailed us two copies of the station's program guide for December. The format is similar to that used last spring by WIIT: an 8 1/2 by 11 sheet, triple folded, with three columns of program information inside. The guide is apparently printed by photo-offset from Flexo-writer or similar typed copy. The paper is a heavy grey stock.

When folded, the cover of the guide is a sketch of the Men's Gymnasium, much more appealing than it might appear to be from my description; and "Program Guide • 570 • WMMC". The rear is used for addressing the guide for mailing, and carries an ad for one of the station's sponsors.

Inside, Program Notes list the basketball broadcast schedule, major programs, and the KCFM Background Service, at hours when the station would not normally broadcast. The listing of programs for each weekday applies to both weeks during which the station will be broadcasting in December. Station and Program Guide personnel are listed along with Station information in the remaining column of the Guide.

Comment: This seems to be one of the best ways to produce an inexpensive and attractive guide. ~~Lack~~ of space prevents a listing of the topics and music of the various broadcasts. At times the typing is almost as uneven as mine in this publication. Suggestion: Keep up the good work.

WESU-FM at Wesleyan University in Middletown, Conn. has produced a Program Guide different from any we have previously seen. The small package of program information arrived in the form of a heavy green sheet, folded to 4 by 4 3/4 inches. ~~The cover bears the~~ picture of a key, with the legend, "Here is your key to Fine Listening Enjoyment", along with call letters, frequency, dates covered, and address. The back cover is used for the address and bulk mail statement, along with an advertisement.

Opening the WESU-FM Guide, we find that it is an 9 1/2 by 11 3/4 inch sheet, folded once lengthwise, and then tree times. Six day's programs are listed in a row, side-by-side, the length of the page. Thus, the listings for Mon. November 20 through November 25 appear when the guide is first opened. On further opening the guide, the programs for Sun. November 26 through December 1 are revealed in the top row; while programs for Sat. December 2 through December 4 are listed below along with Highlights and a note. Four small advertisements are scattered in the free space under program listings, and three commercial "patrons" are listed. Again the guide appears to have been prepared by typing copy and adding printed type for the names of the days, the cover, and some advertisements.

This appears to be a handy and useful guide. I wonder why the station chose the odd size, but it allows for complete listings of 15 days programs (The last day is repeated on the next schedule). I prefer a publication which does not mix the advertising with program listings. In general, a fine job.

ENGINEERING

* THE REVISED EDITION of the Federal Communications Commission Rules and Regulations, Volume III, may now be ordered from The Superintendent of Documents, Government Printing Office, Washington 25, D.C. This volume includes Parts 3 (Broadcast Service) and 4 (Experimental, Auxiliary, and Special Broadcast Services). The \$4.50 price includes revision sheets, from time to time, for an indefinite period.

* STATIONS IN NEED OF ten watt carrier current transmitters will be interested to learn of an easily modified, old model marine set. Station WRGW, George Washington University, has modified one of these units with excellant results, and plans to use more in the near future to expand their coverage.

Don Lokerson, Chief Engineer and Acting Station Manager of WRGW, found that the RCA Model ET-8044 marine radiotelephone transmitter, recently removed from the FCC type approval list, can be easily and cheaply converted for carrier current use. The modified unit appears to meet IBS engineering requirements. The ET-8044 is crystal controlled, with an output frequency from 1.8 to 3.0 mc. and uses 6 or 12 volt DC primary power. Type approval was rescinded due to excessive second harmonic radiation, which interferes with aviation communications. Details of the modification procedure (conversion to a lower frequency and 115 volt AC primary power) will appear in an early supplement to the Master Handbook.

These units, which originally sold for about \$180., can probably be purchased for \$15. to \$25., as there is no other market. As most owners do not know that this market exists, sources of these transmitters are difficult to locate. Interested stations should try marine radio shops in their vicinity, or contact Charles Quigley, VP Regions, 2614 Kirkwood Place, West Hyattsville, Md. Charlie has offered to act as a clearing house for information regarding these units. If you should locate a source of the ET-8044, please contact Charlie.

* GLENN THOMAS, Chief Engineer of KUSH, suggests an Inexpensive Remote Unit in the November 1961 issue of Electronic Industries. An inexpensive 15 to 20 watt PA amplifier, with a record player on the amplifier, is the heart of the unit. Most of these units have a 4-8-16-500 ohm output, according to Thomas. Speaker terminals are connected as usual and the broadcast line is connected to the 500 ohm terminals. A VU meter, mike transformer, and chassis mike connector to match the station's broadcast mikes complete the unit.

* THE IRE International Convention and IRE Show are scheduled for March 26th through 29th at the Waldorf-Astoria and the Coliseum in New York City. This annual event is sponsored by the world's largest electronics society, The Institute of Radio Engineers.

BUSINESS FEATURE

(Richard Weber was recently appointed acting IBS Sales Consultant. The following material is taken from articles which Dick has prepared for publication in the IBS Master Handbook.)

An advertisement is a form of communication. It is both informative and persuasive. The body copy must be well done, if it is to provide an effective "meeting of the minds" between advertiser and consumer. The writer of copy will wish to keep in mind the basic concepts of advertising and, in addition, work out a specific plan of action for each advertisement. The following points are designed to help you write better copy for your local advertisers.

1. The general over-all purpose of most advertisements is to sell a product or service. Therefore, you should strive to make each advertisement professionally perfect. The following list represents specific objectives that might apply to individual advertisements:
 - a. To obtain a large number of buyers for a product or line of products.
 - b. To attract one buyer to purchase a used automobile, typewriter, etc.
 - c. To get a large number of buyers to sample a product.

These objectives are designed to tell what kind of action is desired from the customer.
2. The second step in writing copy is to identify your audience. Answers to these questions will help make your copy more personal and specific.
 - a. Where do the people I want to reach live?... metropolitan areas? villages?
 - b. Is the desired audience strictly collegiate, or does it include faculty?
 - c. Is the desired audience primarily men, women, or both?
 - d. What about education, race, religion, and age of the desired audience?
3. The third step in writing good copy is to develop a working outline of the ad. Place the most important item first and follow in succession. An outline will help the writer obey the rules of good grammer and style. It can be checked for such qualities as simplicity, unity, and logical sequence of ideas. The outline can follow the fundamental framework of the four main selling points in advertising: Attention, Interest, Desire, Conviction ... and of course ACTION.
4. With the working outline before him, the copywriter should now fill in the details to complete the communication with the consumer. If you are selling garden rakes, this is the time to tell the consumer that your rake has 28 teeth, four more than your competitor's, etc.
5. Make sure your copy is easily readable. Use short words and sentances. Each sentance should have no more than nine words. Avoid tongue twisters as: "... go to Pizza Bob's palatable Pizza Palace ..."
6. Copy should be acceptable and carry conviction. The first requisite in the preparation of copy would be to have the writer believe it himself. He must be enthusiastic about the product being offered, and be sincere in all statements made in the advertisement.
7. Invite action in your copy. Sucessful copy will produce action leading the listener to a purchase of the advertised product. Examples of phrases which might be used to induce action are: "See your dealer today !!!", "Get some this week", "Ask your dealer for a demonstration", or "Send for a free copy of our booklet now".

STATIONS

- * WRSU at Rutgers and WNRC at Nichols have been accepted as Conditional Members of IBS. WRSU is well established, with two Raytheon consoles and a number of professional quality turntables and tape recorders. The station uses a 42.5 kc sub-carrier distribution system similar to that developed by WVBR, Cornell University. 7000 Rutgers and Douglass (Womens College) students are reached on 680 kc.
- * WASHINGTON UNIVERSITY in St. Louis, Mo. has applied for change in status from Conditional to Full Membership. John Duvall, a Junior, is General Manager of the station, KFRH.
- * WIIT, at Illinois Institute of Technology has been off the air since September. New studios are being completed by contractors in the brand new Herman Union Building. As soon as the builders leave the building, the WIIT staff will move in and polish off the final details of the installation.
- * THE BROWN ALUMNI MONTHLY carried an article entitled "WBRU after 25 years" in the October issue. The article describes the growth of campus broadcasting at Brown from the time when two members of the class of 1940 devised a direct wired hookup to send voice and music broadcasts into neighbor's rooms. Thus George Abraham and David Borst began the Brown Network, which grew into the first continuously sucessful carrier current radio station in the country - WBRU.

In the two years after the first lines were strung in 1936, over 100 radios were wired directly into the system. The University provided a studio in the student activities center, Fauce House. Later that school year, the first carrier current transmitter began operations and blanketed the campus on 570 kc. The following year a second transmitter was installed at Pembroke College, which provided reception on the women's campus.

The "Network" emulated standard radio stations in every way possible, originating shows tailored to the listening tastes of the students. These included special features such as: Campus News, Play-by-play descriptions of away sports contests, and broadcasts of formal dances from the major down-town hotel. In the early 1940's the call letters "WBRU" were adopted and the original name, The Brown Network, gradually disappeared from use.

The sucess of the venture at Brown soon attracted attention at other colleges. Abraham, recognizing the growing interest, called the first meeting of the Intercollegiate Broadcasting System at Brown in February of 1940. Thirteen colleges sent representatives. Brown, Columbia, U. of Connecticut, Cornell, Holy Cross, Pembroke, U. of Rhode Island, St. Lawrence, Wesleyan, and Williams became the founders of IBS. Dartmouth, Harvard, and U. of New Hampshire sent observers. In 1941, IBS became a non-profit corporation of Rhode Island.

(From the Brown Alumni Monthly and IBS publication I 344)

